

The text 'ESG Report' in a white, serif font, positioned above the large '2022'.The year '2022' in a large, white, serif font, with the '20' partially overlapping the 'ESG Report' text.

Table of Contents

OVERVIEW

Letter <i>from the</i> CEO	p. 3
Company Overview	p. 4
Sustainability Goals	p. 6

OUR COMPANY

Values	p. 7
Awards & Certifications	p. 8

ENVIRONMENTAL

Emissions & Energy	p. 9
--------------------	------

SOCIAL

People & Culture	p. 11
Workplace Safety	p. 18
Communities & Giving	p. 19

GOVERNANCE

Board <i>of</i> Directors	p. 20
Enterprise Risk Management	p. 20
Defined Benefit Plan Obligations	p. 20

APPENDIXE

Letter from the CEO

As our ESG efforts have continued to evolve, so have our initiatives and goals. Measurabl embraced 2022 as a transformative year with the acquisition of two companies - Hatch Data and WegoWise - cementing our Company as the most-widely adopted ESG technology platform for real estate. Not only do we support our customers in measuring and reporting on ESG, but we are now positioned to help them act, especially on decarbonization and regulatory compliance efforts.

Transparency is one of Measurabl's core values. Therefore, we want to acknowledge that the acquisitions and rapid growth delayed or set back attainment of some of our goals, such as documenting our greenhouse gas inventory or planning in-person volunteer events. At the same time, our growth and maturation allowed us to pursue new opportunities to better support our customers. For example, we were able to advance our efforts in achieving net zero goals for our customers through Asset Optimization tools, identifying 11,861 of avoidable emissions [MT CO₂e] which provides a significant positive environmental impact. We also more than doubled our employee headcount, which created an opportunity for us to focus on DEIB, culture, and team building.

As we reflect on a year of growth, we are proud to report an increased number of initiatives and provide further clarity to our stakeholders on what we do and why we do it. The report that follows lays these activities out. It also shows how we've worked to achieve our goals, and our continued drive to make meaningful, go-forward change. It all begins with measuring what matters.

Sincerely,



Matt Ellis

Matt Ellis
CEO & Co-Founder

Company Overview

17.2B sf

Sq Ft Assets Under Management*

92

Countries with Customers

\$66K

Donated to Charities

100%

Remote Workplace

81%

Employee Engagement Survey Score

50%

Female Board of Directors

Reporting Practice

The ESG Report 2022 refers to the calendar year 2022, whereas our baseline year for reporting ESG data was 2020. If certain events and information are relevant for reporting, they are also presented up to the editorial deadline of August 31, 2023. We compiled our report utilizing the GRI standards as a basis while surveying key stakeholders such as our employees, investors, and Board of Directors for what areas we should focus on in our report. It guides our approach that all topics important to our stakeholders are addressed in this report.

To integrate their assessments in a meaningful way, we listed potentially important sustainability topics in our March 2022 Stakeholder Engagement Survey and asked our stakeholder group to each choose three topics for the company to prioritize in 2022, the results of which are presented below.

Note: Our sustainability report is digital as we continue our path of reducing environmental waste.

* As of July 31, 2023

Sustainability Focus Area Analysis

The relevance of a sustainability topic from a company perspective was determined through our ESG Committee, which includes both Senior Management and members of several departments within the Company, including Sales, Marketing, Customer Success, Data Science and Accounting. These employees have selected and prioritized the most important topics for their respective target groups – employees, customers, and investors. The resulting list of focus area topics was presented to and approved by the CFO and COO in 2022.

Sustainability Focus 2023



Sustainability Goals

2022 Sustainability Goals **Achieved**

- **Committed to 100% carbon offsets:**
 - Calculated and offset 100% of GHG emissions related to our office space, service providers, travel and remote workforce in 2022.
- **Dedicated to achieving inclusivity in the workplace:**
 - Launched four ERGs in Q4 of 2022 (Women+ at Measurabl, People of Color, Pride, and Neurodiversity)
 - Created DEIB charter and have rolled out DEIB training in partnership with PowerToFly
 - 51% of managers are female (as of Jan 2023)
- **Showing up for our community:**
 - Donated over \$50,000 to nonprofits (1% pledge)
 - Hosted volunteer and environmentally educational events to engage employees

2023 Sustainability Goals Set

- **Achieve carbon neutrality by 2030:**
 - Complete a GHG inventory aligned with GHG Protocol standards (employees, suppliers, hardware) in order to develop a reduction plan.
 - Host internal employee training to track home energy and water usage with goal
- **Support diversity, equity, inclusion and belonging (DEIB) within Measurabl and our community:**
 - Build out of Employee Resource Groups (Women+ at Measurabl, People of Color, Pride, and Neurodiversity).
 - Host 4 management-specific training/discussion sessions per year for the leadership team to learn, engage, and discuss DEI related topics to deepen their understanding of the work.
 - Create an evergreen DEIB/employee engagement survey that will be used year over year, to gain feedback, track progress, and update strategy.
 - Develop a remote first work culture philosophy which includes support working across timezones and cross-functional teams, especially for global employees.
- **Support the completion of the 2022 ESG Report:**
 - Continue to support ESG Report publication

Values

Measurabl Inc is a privately owned incorporated entity with our corporate headquarters located at 2150 W Washington Street 209A, San Diego, CA, USA. We serve customers with assets in 92 countries with significant concentrations in the United States, Canada, and Europe. This sustainability report includes both Measurabl Inc and our fully owned subsidiaries Measurabl Ltd, Hatch Data Inc. and WegoWise.

Our sustainability reporting is conducted annually, covering a reporting period of January 1st to December 31st of the previous year which coincides with our financial reporting period. We publish our sustainability report on our website, and the publication date is included in the report. For questions about our sustainability report or the reported information, please contact our sustainability team at sustainability@measurabl.com.

Our reputation is important to us, and begins with strong values instilled in our employees. Focusing on our TIHI values - Transparency, Integrity, Harmony, Influence - has allowed us to become the most widely adopted Environmental, Social, and Governance (ESG) software for corporations and commercial real estate.

Transparency

We foster successful business and personal relationships through open communication, and value being honest, open, ethical, and fair.

Integrity

Fairness, sincerity, authenticity, and evidence are at the core of everything we do. We have pride of authorship in our work and have the willingness to defend our principles.

Harmony

We help one another enjoy a healthy lifestyle both mentally and physically whether that be through unlimited PTO, remote working policies, or open dress code.

Influence

We improve ourselves by working to drive positive change in our communities through leadership and example.

Awards & Certifications



ENVIRONMENTAL

Measurabl is committed to reducing the carbon footprint of commercial office buildings, and that process starts internally. In 2021 we announced a fully remote workforce policy, which allowed us to relocate and downsize our corporate headquarters in San Diego, CA from 9,501 Sq ft. to 895 sq ft, significantly reducing our carbon footprint on a daily basis. This benefited our Scope 2 (electricity/energy purchased) and Scope 3 (upstream and downstream) emissions as well as our water and waste impact, from reduced usage and waste in the office place to reduced commuting impacts by our employees. Additionally, a 2023 Employee Survey showed less than 15% of our employees utilized remote working locations requiring commutes, and of those locations, more than 70% were accessed by walking or public transit, further reducing our impact.

We found that as a result of having a remote workforce, employees:

- Utilized natural lighting while working (65%),
- Participated in their local recycling programs (97%), and
- Practiced composting, whether at home or through local programs (46%)

Measurabl also offers annual Zero Waste training for employees to learn ways to be more sustainable at home to further encourage best practices for its remote workforce.

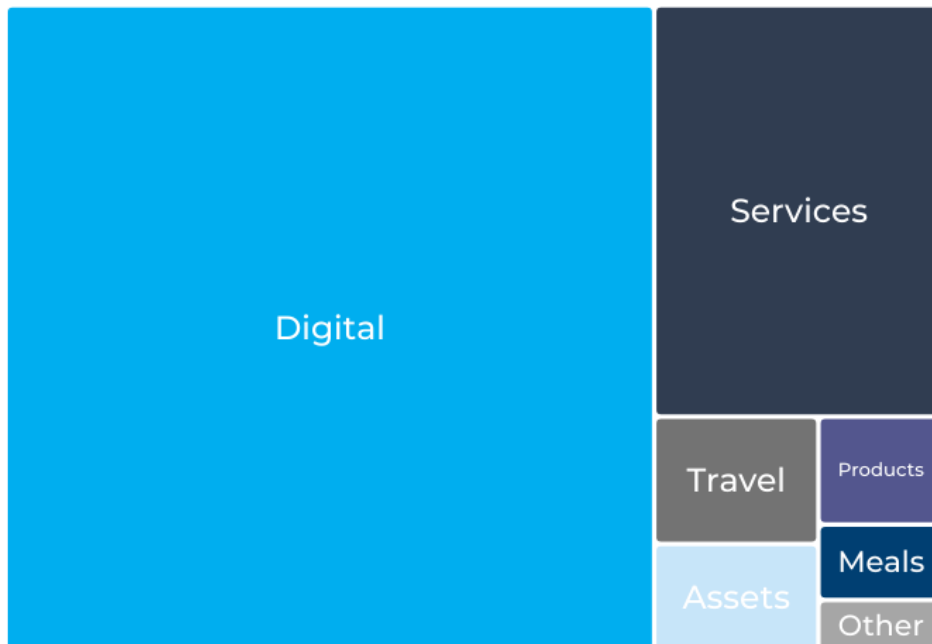
Emissions & Energy

Measurabl does not generate Scope 1 emissions. Energy consumption was considered for our Scope 2 and certain Scope 3 sources noted below, which were primarily calculated based on annual spend. While we calculated a portion of our operational energy usage annually since 2020, we have continually improved upon our methodologies and coverage each year. For fiscal 2022, Measurabl utilized a carbon accounting software, Greenly, to convert spend into total carbon emissions from the following Scope 2 and 3 emission categories:

- Digital
- Services
- Business Travel
- Products
- Assets
- Food and Drinks
- Other

Measurabl utilized its 2023 Employee Survey to calculate Scope 3 emissions related to its remote workforce, factoring in the usage of a laptop and additional monitors and using the related energy usage to calculate total emissions based on the employee’s zip code. Less than 8% of the workforce surveyed were located in countries outside of the US and were excluded for purposes of this emissions calculation, using an average US emission calculation instead as a proxy. We are currently evaluating all Scope 3 energy usage as noted in our 2023 goals, and anticipate having a GHG inventory in fiscal 2023.

2022 Carbon Emissions





Greenly Partnership

As a leader in ESG data for our clients, we're committed to constant improvement, starting with our own practices. We take our internal ESG impact seriously, especially regarding remote work emissions. In 2022, Measurabl teamed up with Greenly, experts in carbon accounting, to analyze our global impact and emission reduction path. Greenly's report categorizes carbon emissions and offers reduction strategies. This partnership helped us pinpoint emission sources and ways to cut them, similar to Greenly clients who've achieved 4-6% YoY reduction based on Science Based Targets Initiative (SBTi) standards.

As a fully remote company, the main source of our carbon emissions fall under Scope 3, where our main reduction targets lie. This allowed us to holistically quantify our carbon emissions using dollars spent during fiscal 2022, equating to 1808 tCO₂e, or 6.8 tons per employee. Combined with our separately calculated Scope 3 emissions related to a work from home workforce of 18.52 tCO₂e, Measurabl calculated total 2022 emissions of 1,826.52 tCO₂e or 10.04 tons per employee, which is approximately 52% below the industry benchmark of 21 tCO₂e per employee. Rather than offsetting this level of emissions, Measurabl is working to address its Scope 3 emissions by working with our suppliers to verify their net-zero commitments are aligned with our high environmental standards.

AWS & Renewable Energy

As a remote first company, the majority of Measurabl's carbon emissions derive from cloud servers. To address this significant portion of GHG emissions, Measurabl partnered with AWS to target the main driver of carbon emissions. Measurabl chose AWS as a partner because of their leading cloud services and dedication to working collaboratively with sustainable businesses.

"AWS brings the most advanced and secure cloud services and deep industry expertise across energy, utilities, and sustainable energy sectors. With the broadest energy partner ecosystem, AWS empowers energy leaders to improve performance, accelerate innovation, transform the customer experience, maximize safety and security, and minimize their carbon footprint."

—Amazon Energy, 2023

Between 2021 and 2022, our collaboration with AWS saved 13.5 MTCO₂e GHG emissions. To put this in perspective, this is equivalent to:

- 34,608 miles driven by an average gasoline-powered passenger vehicle
- 1,642,176 smartphones charged
- 584 trash bags of waste recycled instead of landfilled

Source: (EPA, Greenhouse Gas Equivalencies Calculator 2023)

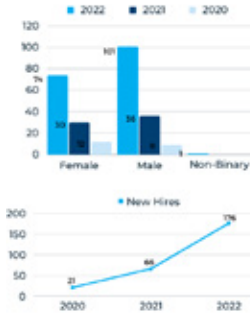
As Measurabl continues to grow, both in global customers and in personnel, we're committed to partnering with companies that are leaders in emission reduction strategies. AWS has set a new standard for a cloud service dedicated to security and longevity which we hope to replicate in our own initiatives and with future vendors.

100% Emissions offset for 2020, 2021

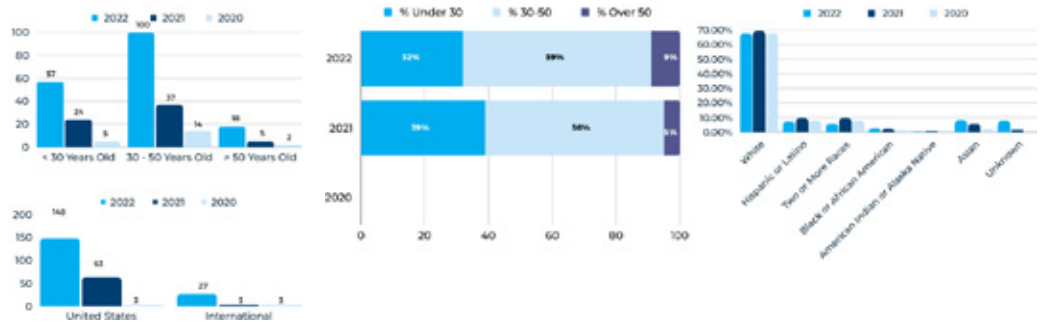
People & Culture

Measurabl tracks its employee diversity through age, ethnicities, and gender lenses, during the hiring process as well as for the Company as a whole.

New Employee Hires



Diversity of Employees



Talent Engagement

Commitment to Equal Pay and Benefits

Ensuring equitable pay practices across the organization is a key area of attention for Measurabl. We are committed to ensuring equitable pay across the organization and reviewing our overarching compensation programs against market and best practices annually.

In January 2022, in response to the business becoming fully remote as of July 2021, Measurabl updated their compensation policy to reflect national averages by title, and evaluated compensation across the entire company for equitable pay.

To assess equality in compensation for fiscal 2022, Measurabl has looked at the ratio of the basic salary and remuneration of women to men noting that there are 22 job titles where both a male and female held the same title, an increase from three comparative titles in 2021. Of this population, 15 job titles earned equal pay (<5% disparity), while 7 job titles showed a disparity of >5%, using the median salary to calculate the ratio. Measurabl evaluated these ratios noting that an employee's pay is also determined by performance rating, timing of hire and would continue to be evaluated on an annual basis. Management continues to assess diversity within job titles, and equitable access to higher paying roles.

Benefits Provided To Full-Time Employees

- Remote Office Stipend
- 401K Matching
- Stock Options Grants
- Unlimited PTO
- Paid Holidays
- Health Benefits
- ER Paid Basic Life Insurance
- Voluntary Life Insurance
- Pet Insurance
- 100% Remote

Investing in Employee Productivity: The Impact of a Personal Workplace Stipend

In the competitive landscape of the tech industry, Measurabl recognized the significance of employee satisfaction and productivity in achieving its organizational goals. As part of its commitment to employee well-being, in late December of 2021 Measurabl introduced an innovative initiative - an \$800 new employee personal workplace stipend, and current employees would receive \$100 for annual upkeep. Funds could be used to invest in home office equipment to help them create a comfortable and productive workspace, including ergonomic chairs, height-adjustable desks, monitors, laptop stands, noise-canceling headphones, and other essential office supplies. This case study aims to explore the impact of this stipend on the productivity, engagement, and overall job satisfaction of new employees.

Case Study

A Customer Success Manager was recruited by Measurabl in early 2022. They had previously faced challenges while working from home due to inadequate office equipment. However, when they received news of the \$800 stipend, they jumped at the opportunity to create an optimal work environment

Stipend Utilization

They invested in a high-quality ergonomic chair to improve posture and reduce discomfort during working hours. They also purchased a standing desk to enhance workflow efficiency and a noise canceling headset. By thoughtfully utilizing the stipend, they aimed to maximize productivity and overall job satisfaction.

Productivity & Job Satisfaction

Over the next six months, a comfortable and well-equipped home office contributed to the CSM's ability to focus better, leading to increased efficiency. With fewer distractions and improved work tools, they were enabled to take on additional responsibilities and contribute more to the team.

Team Collaboration

In addition to individual productivity gains, the stipend positively impacts team collaboration. With every team member having access to better equipment, online meetings become smoother and more efficient. The high quality communication and collaboration tools help foster a sense of camaraderie among team members, despite being physically distant.

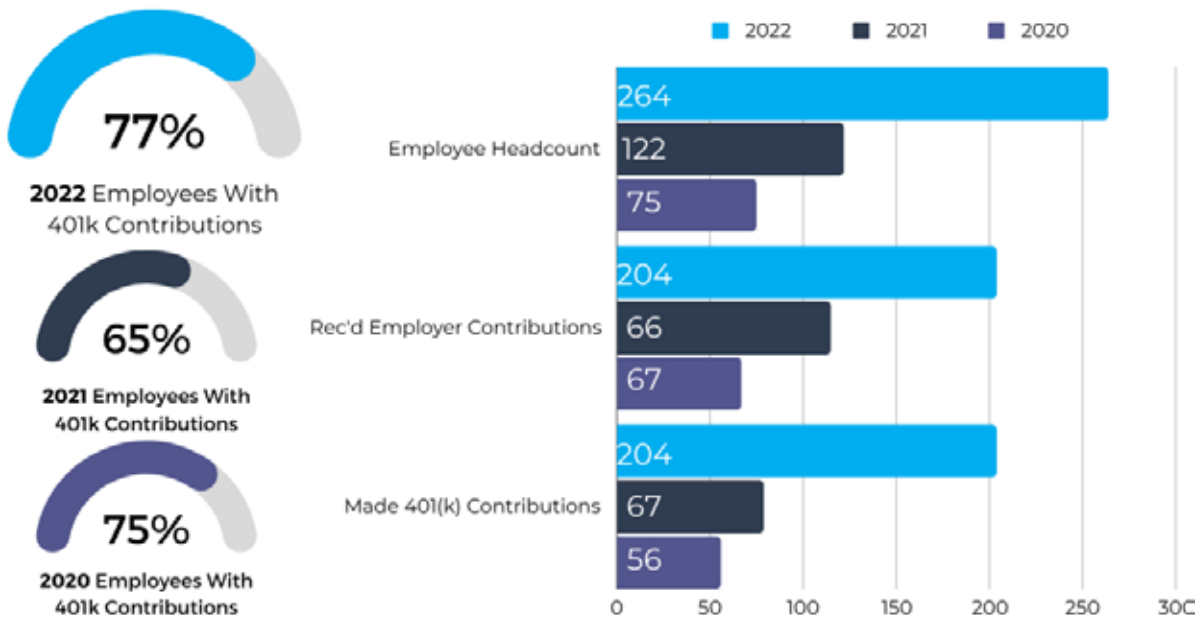
Conclusion

The \$800 new employee office setup stipend program proves to be a strategic investment for Measurabl, resulting in increased productivity, job satisfaction, and retention of top talent. By prioritizing employee well-being and supporting their work-from-home needs, Measurabl fosters a culture of care and demonstrates a commitment to employee success.

401K

Measurabl offers a 401k ESG investing portfolio options. Through John Hancock, Measurabl employees are equipped with options and guidance in choosing sustainable invest funds if they wish to, ranging from US Equity and Fixed Income as well as Foreign Equity options. ESG funds are often referred to as “socially responsible,” “sustainable,” or “impact” investments. All Measurabl employees have the opportunity to invest in funds that focus on factors such as climate change, social justice, gender equality, and similar issues. By offering ESG funds in Measurabl’s retirement plan, we continue to attract, retain, and reward employees who want to make a positive impact.

401K Contributions



Paid Time Off

One of the many benefits offered to full time employees at Measurabl, in addition to a remote working environment and flexible working hours, is unlimited paid time off. From the initial hire date, all full time employees are immediately eligible to start submitting requests and taking paid time off without the need to accrue hours like a traditional PTO structure. The intention behind this policy of providing employees the ability to take time off as needed without accrual is to promote and encourage a healthier work-life relationship.

2022 was our first year officially tracking and reporting these data points, and our People & Operations Department set a goal of a minimum of 80 hours / 10 days of PTO to be taken per full time employee. With Measurabl's headcount doubling in full time employees just after 6 months into the calendar year in 2022, we were still able to successfully meet this goal and maintain an average of 13 days of PTO taken per employee for the year.

Parental Leave

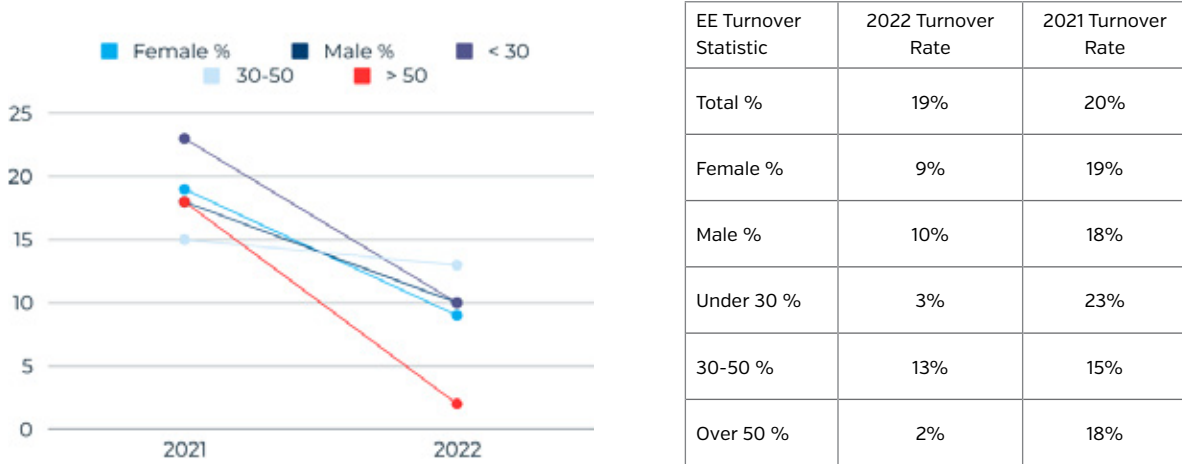
Employees are eligible for state disability insurance payments for qualifying leaves of absence, including parental leave; employees in the United States are offered short-term disability in addition to available state disability programs. Under the Paid Family Leave Act (PFL), employees located in California are eligible to receive up to 6 weeks per any 12-month period of state disability insurance payments for leave related to the birth of a new child, or the addition of a new child due to fostering or adoption. Employees are also covered under the Family and Medical Leave Act (FMLA) which provides up to 12 weeks of unpaid leave, and includes the ability to maintain medical coverage for that time period. Employees must be active full or part time, have been employed for at least 12 months, and have worked at least 1,250 hours during the 12 month period preceding the leave.

	2022	2021	2020
Total # employees entitled to parental leave	104	76	66
Total # employees that took parental leave (by gender)	3 Females; 2 Males	2 Females	1 Female; 1 Male
Total # employees that returned to work during reporting period after parental leave ended (by gender)	3 Females; 2 Males	2 Females	1 Female; 1 Male
Total # employees that returned to work after parental leave ended that were still employed 12 months after return to work (by gender)	1 Male; 2 Females	N/A	1 Female; 1 Male
Return to work and retention rates of employees who took parental leave	100%	100%	100%

Turnover

After two business acquisitions and significant changes in our operations during 2022, our employee turnover rate decreased compared to 2021 when this information first became available. Turnover remains a key focus area for the business as our employees are our largest asset.

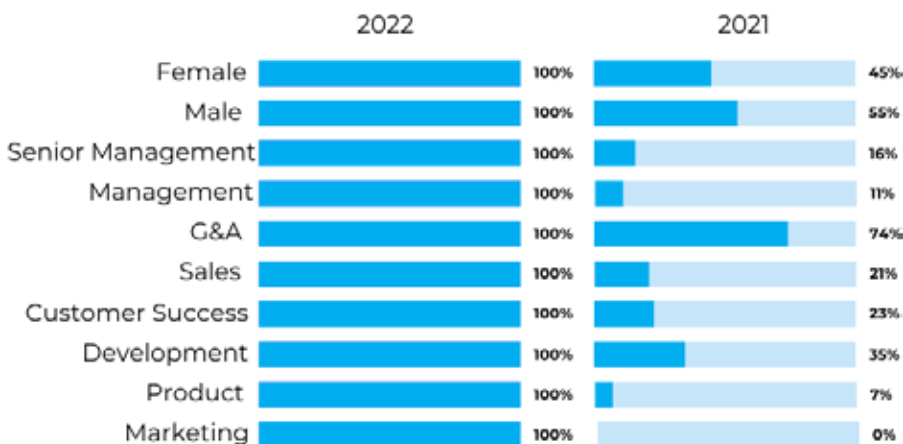
Employee Turnover



Performance Reviews

Measurabl, Inc. is committed to attracting and retaining a qualified and competent workforce. Employees typically will receive an annual written performance review and may receive additional performance evaluations at other intervals. Written performance reviews will be based on your overall performance in relation to your job responsibilities, your achievements and work behavior. Informal performance discussions typically occur throughout the year and encourage open supervisor-employee communication.

% of Employees Receiving Reviews



Non-Discrimination

Measurabl adheres to a strict non-discrimination policy, included in every employee handbook. We are committed to a work environment in which all individuals are treated with respect and dignity and are free from all forms of harassment and discrimination. Any form of harassment, even when not unlawful or directed at a protected category, is prohibited and will not be tolerated. In addition, Measurabl does not permit or condone any form of retaliation against anyone who files or cooperates in the investigation of harassment or discrimination complaints.

Diversity, Equity, Inclusion and Belonging

Measurabl strives to foster an environment that not only embraces but encourages the differences that make each of us unique. We hire people from a variety of backgrounds because it makes our company stronger as we believe that our employees are the most valuable asset we have. Examples of Diversity, Equity, Inclusion and Belonging (DEIB) in Action during 2022 include:

- Mandatory Sexual Harassment & Compliance Training
- Preferred Pronouns added to our company-wide platforms, such as Bamboo, Email Signature, Slack, and Zoom
- #diversity-equity-inclusion and other DEIB related internal messaging channels for teammates to notify the company of different events to participate in, as well as educate on pertinent topics or sharing relevant materials
- Quarterly Culture Committee meetings to provide employees a space to cultivate a strong workforce
- Job openings posted to DEI-specific boards
- Unconscious Bias training for our Talent Acquisition Team and Hiring Managers
- Camera-on not a requirement during virtual meetings
- Open Dress Code
- Company-wide DEI Survey
- Goal of 50% Gender parity throughout all levels of the company, inclusive of our Board of Directors Members.

Employee Resource Groups

Measurabl introduced four Employee Resource Group's (ERG's) during 2022, which are voluntary associations of employees with common demographic identities from historically marginalized communities. ERGs are focused on common identities and experiences of specific groups that have been historically underrepresented or marginalized, which could include:

- Race or ethnicity Groups
- Gender Groups
- Sexual Orientation Groups
- Veteran Status Groups
- Parent Groups
- Age Based Groups
- Faith Based Groups
- People with Disabilities Groups

These groups are designed to increase team members' sense of belonging, engagement, retention, and awareness of diversity and inclusion practices. All team members are welcome and encouraged to join any ERG from which they have a shared identity. Measurabl's goal in the creation and introduction of ERG's is to continue our mission towards fostering a welcoming and inclusive workplace. Measurabl currently has the following ERGs:

- Pride at MSR
- Neurodiversity
- Employees of Color
- Women+

Workplace Safety

Hazard Identification, Risk Assessment, & Incident Investigation

While the majority of Measurabl employees are a remote workforce, in 2022 we acquired two entities, of which one entity included a field operations department, that both worked onsite and hired external consultants to work onsite at our customer locations, installing hardware. Measurabl has an employee handbook which details instructions for employees to follow when:

- Identifying potential workplace hazards
- Reporting work-related hazards and hazardous situations

Measurabl has a zero tolerance policy on retaliation against employees reporting a violation in good faith. Further, should an incident arise, Measurabl's policy is to conduct a detailed investigation to determine any workplace improvements that need to be made to ensure safety in the workplace.

Promotion of Worker Health

Workers are provided free access to an Employee Assistance Program should they require it. Information regarding these programs is provided during enrollment period and open enrollment. Unlimited PTO is also provided to full-time employees to promote and maintain worker health.

Communities & Giving

1% Pledge

Measurabl's core value, Influence, reflects our power to drive impactful change in ourselves and in our communities. In 2022, Measurabl reinstated its 1% Pledge to donate 1% of its top-line revenue and 1% of its time to charities. Charitable donations are made quarterly, with new charities selected by an employee vote each quarter. Employees are provided unlimited PTO of which they are encouraged to use on volunteer efforts. During 2022, the Measurabl team donated over \$50,000 to the following charities:

- Harlem Grown: A New York City based non-profit whose mission is to inspire youth to lead healthy and ambitious lives through mentorship and hands-on education in urban farming, sustainability and nutrition.
- The Trevor Project: Organization focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer, and questioning youth.
- WECAN International: Solutions-based organization established to engage women worldwide in policy advocacy, on-the-ground projects, training, and movement building for global climate justice.
- Ancestral Lands: Their vision is to lead countries back to ecological and cultural well-being by engaging underrepresented Indigenous youth and young adults in conservation service programs that reconnect participants to the land, their cultural heritage, and their traditions.

The support for these powerful organizations drives our impact on not just our immediate community but the global community that supports our global workforce and is a core pillar to our culture.

Measurabl strives to maintain the highest level of ethics and integrity, lead by adherence to our core values, Transparency, Integrity, Harmony and Influence. We have instated strong governing principles and guidelines to ensure we do the right things in the right way for both ourselves and our largest stakeholders, our investors, customers and employees.

Board of Directors & Related Sub-Committees

Through December 31, 2022, Measurabl had a seven member Board of Directors (BOD), including our President and CEO Matt Ellis, as well as five investor members and one independent member. In 2022, Measurabl instituted the Compensation Committee and Audit The salaries and other compensation of the officers of the corporation are fixed by or in the manner designated by the Board of Directors.

[Add composition metrics, ethnicity, gender, tenure, independence from CANVA]

Enterprise Risk Management

During 2022 Measurabl was certified as both SOC 2 Type 2 Compliant and ISO 27001 Compliant, indicating an increased focus on the security and management of data. Measurabl also launched a Risk and Compliance Committee as well as a Data Security Committee during 2022, to oversee company-wide risk management practices within the compliance framework of SOC 2 Type 2 as well as ensure day to day practices were aligned with company policies. Each internal committee includes at least two Executive Officers as well as several members of senior management.

Defined Benefit Plan Obligations

Employee contributions to the company sponsored 401(k) plan are made through employee salary deferrals. During 2022, Measurabl contributed \$607,000 to employee 401(k) plans under a Safe Harbor Match. Prior to 2022, the company's plan provided for a 3% Safe Harbor, non-elective contribution. Neither plan requires a vesting schedule, and employer contributions are considered fully vested at the time of contribution. The company made a contribution of \$274,000 and \$129,000 for 2021 and 2020 respectively.

[End of Report]